



FEBRUARY 2021

WISCONSIN BROWN SWISS ASSOCIATION

Annual Meeting Postponed

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Our annual State Meeting is postponed from March 5 to 6. Given the current trajectory of the COVID-19 pandemic, we did not feel comfortable hosting the event at this time. We do hope to have an opportunity for members to gather later this spring as we all look forward to that time together. Please watch your email, the website or Facebook for updates. The board will be making a decision and is considering a potential outdoor location in late April or early May.

President's Message



For several years now, I have been inspired by Former President Teddy Roosevelt's "Man in the Arena" speech. If you're not familiar with it, look it up next time you have a minute. The most famous section argues that true credit belongs to people who go for it; those who strive for better even if they make mistakes or fail. It's easy to be a critic, but that is small against the effort of someone who is "actually in the arena, whose face is marred by dust and sweat and blood."

Our Wisconsin Brown Swiss Association members are in the arena of life every day. Dairy farming is marred by dust, sweat and blood. It's inspiring what each of you do. I also hope you believe that our association is in the arena. Over the past year, we've tried different things to serve our members and keep programs moving forward, despite the challenges of COVID-19. Have there been mistakes? Of course, but the goals and intentions of everyone on the board are to make it better for now and into the future.

2021 is shaping up to be another year of uncertainty. I'm optimistic this summer life returns to a new normal. But at this point, we don't know. So, I will ask you for two things. The first is to be patient and flexible. We will continue to do the best we can to make our association strong and have events while not jeopardizing anyone's health or safety.

The second is to be in the arena with us. Our association is strongest with the involvement of many; it makes the work light. On page 9, we have places where we need help! I'd encourage you to consider offering the time or talent you have available to continue to make our association better for the future. If you have any questions, please don't hesitate to ask! Join us in the arena. Let's make 2021 the year yet for Wisconsin Brown Swiss!

— Josh Hushon, Wisconsin Brown Swiss President

National Director Comments

Greetings Wisconsin Brown Swiss Breeders!

Thank you for electing me to represent you on the National Brown Swiss Board of Directors. I am looking forward to challenging the status quo and pushing the Office to do better for our membership.

Despite not being able to meet in person, it has been a busy half year on the Board of Directors. For the December proof run, an updated PPR formula was implemented to put more emphasis on daughter pregnancy rate, productive life and livability, and somatic cell score. Some emphasis was removed from the production traits.

The December Board meeting was tough, with the decision to raise fees on nearly every piece of paper handled by the Office. The Office continues to operate somewhat short-handed, but the Board discussed greater strategies to hire the “right” person to eventually replace two part-time positions. The BSA (Brown Swiss Advantage) program continues to be a way to save money on herd registrations and classifications, and we encourage you to enroll if it makes sense for your herd.

I’ve been actively helping with promotional efforts put out by the Office. I hope we are making a good impression with dairy owners outside of our breed. If you are on Facebook – please share the promotional posts to show other breeders and friends what Brown Swiss can offer!

World Conference has been once again postponed, now to 2022 to (hopefully) allow more international breeders to travel to Wisconsin and see what we have to offer. The 2021 National Convention is still up in the air – stay tuned to the BSA Office Facebook page, the Bulletin, and your emails for the most up to date information.

In an unprecedented year for the showing, Wisconsin was well represented in the All-American Contest. Congratulations to the All-American nominees and winners! All-Americans coming out of Wisconsin include: the Winter Calf (the Johnson Family), the Winter Yearling (Taylor & Briana Paye), the Fall Yearling (Tammy Voegeli), and Junior 2 Yr Old and Produce of Dam (the Winkelman Family).

Please reach out with questions, suggestions, or frustrations you may have regarding Brown Swiss programs, activities, or communications. While I can’t promise solutions all of the time, I do promise to bring your thoughts to the Board meetings (first Thursday of every month) for consideration and discussion.

Laurie Winkelman
920-209-0250
lawinkelman@gmail.com



*Bid on Laurie's
autographed pencil
drawing she donated
for the Douglas/Bratt
Benefit Auction.*

RT's Expo Report

At the December meeting all plans and hopes are to resume a normal Expo in 2021. Alternative locations are being explored in case Madison is not available. As always Expo is looking to improve the leading dairy show in the World. Expo has also introduced the new podcast, it can be found on Spotify, Apple and Google podcasts or online at worlddairyexpo.com. 2021 Expo Judges were announced Brown Swiss Official is Lynn Harbaugh with associate Phillip Topp. Also summer junior 2 was discussed but currently was not supported by the Brown Swiss Association. There is also a communication Internship available and is always numerous sponsorship opportunities. Please let me know if you have any cares or concerns.

Thank you,

RT



WISCONSIN BROWN SWISS ASSOCIATION

Wisconsin Brown Swiss Membership is an annual membership and is due by the Annual Meeting date.

Name _____		Farm Name _____	
Address _____		Phone _____	
Adult Membership: Voting _____ Associate _____ (Select Membership Type)		\$25.00	
Number of Cows in Herd _____ X \$.50		\$ _____	
Junior Membership: (Juniors Must be 9 through age 21 as of January 1 st .			
Name _____	Age _____ as of Jan 1 st	Jr. Membership \$5.00	\$ _____
Name _____	Age _____		
Name _____	Age _____		
*LATE FEE-PAYMENT AFTER APRIL 1 ST . **\$50.00**		\$ _____	
Canton _____ (Please refer to Canton Map) County _____			
Email _____		Total Due	<div style="border: 2px solid orange; width: 80px; height: 30px; display: inline-block;"></div>
****Make sure we have your current email address.****			

Make your checks payable to: Wisconsin Brown Swiss Assn.
 Mail to: Wisconsin Brown Swiss Assn
 %Barb Muenzenberger, Sec/Treas
 W561 Muenzenberger Rd
 Coon Valley, WI 54623
 Any Questions Call: 608-486-2297 or email:
 bovalleyswiss@aol.com

Meghan Douglas/ Mary Bratt Benefit Auction items

Item

12-month Calendar Quilt

20 x 24 Framed Larry Schultz Print

11 x 17 Pencil Drawing Numbered and Autographed Laurie Winkelman

16 x 20 Canvas Brown Swiss Photo Print

25 x 17 Framed Brown Swiss Photo

Wooden Welcome Sign

Customized Milk Can Gift Certificate (\$400 value) M&M Swiss- Matt, Megan, Jacob and Levi Stuessel

10 units Ramage (7BS905)

10 units Sexed Powerball (579BS923)

\$50 Gift Certificate

Patriotic Corn Hole Game Set

Wine/Cheese Gift Basket

Grilling Basket

Pet lovers basket

Gift basket

Donated by

Charlotte (Muenzenberger) Berner Family & Canton 3

Wisconsin Brown Swiss Board

Canton 1/ Justin Mehring

Mayer Farm

Thompsonview & Payacres

M&M Swiss- Matt, Megan, Jacob and Levi Stuessel

Scott & Ashley Schugel

Scott & Ashley Schugel

New Generation Genetics

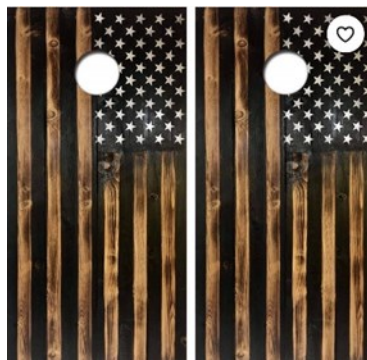
Johnson Family

Canton 2

Westway Feed Products

Stef-N Farms

Rule Family



Hello everyone!

If you've noticed on Facebook, we have started highlighting several auction items as a benefit for Meghan Douglas and Mary Bratt.

Meghan Douglas is currently a Junior at Clark University studying to be a Nurse. On November 2, Meghan was diagnosed with Stage 2 unfavorable Hodgkin's Lymphoma. The reason being it is unfavorable is due to the size and location of the mass (pear size resting between her left lung and heart with 2 additional lymph nodes containing cancer) Meghan is taking chemo treatments every two weeks at Madison and is halfway through treatment. The last scan showed the tumor has shrunk and is looking positive.

Mary Bratt had stroke in November while dealing with COVID-19, was hospitalized and placed on a ventilator. She later contracted an infection in her brain. She has made improvements recently in recovering consciousness and is starting to communicate again and taking short breaks from the ventilator. Mary is starting therapy in a skilled nursing facility in Wausau.

The online auction will take place on CattleClub.com and will run from March 5 to March 14. We will be splitting the proceeds 50/50 between the two ladies.

If you are wishing to send a cash donation please send to:

Wisconsin Brown Swiss Assn.
%Barb Muenzenberger,
W561 Muenzenberger Road
Coon Valley, WI 54623.



Thank you to everyone that has donated items to be auctioned off!!!



2020 Wisconsin State Bell Ringers

Spring Calf: Oak Knoll Rosemary- Jaynie Rule
Reserve: Topline Standout Havana- Natalie & Nick Roe
Honorable Mention: WF Richard Scarlett- Jacob & Jescey Thompson

Winter Calf: Trackside Famous Gretchen- Otis, Malcom, Quincee Johnson
Reserve: Jenlar Carter Winsome-ET- Abby Meyer
Honorable Mention: P Hill Martini on the Rocks- Ashlee Garbers
4th Place: A Joy Phantom Broadway- Lucie Bitsky

Fall Calf: Red Brae Noble Zodeva- Elise & Brady Bleck
Reserve: Jenlar Norwin Willow-ET- Brianna Meyer
Honorable Mention: EF Norbert Snickers- Jescey Thompson

Summer Yearling: Red Brea DAA Jongleur Jerin- Calli & Wyatt Storms

Spring Yearling: Birdsallway Farms Nalla- Paige Kinnard
Reserve: Hartmanhills F Shenanigans- Lucie Bitsky, Bethany Hartman
Honorable Mention: ABS Rasta Stormy- Alexis Blakenberg

Winter Yearling: Payacres Carter Sunkist- Taylor & Brianna Paye
Reserve: Red Brae EJ Noble Hey Hey- Elise & Brady Bleck
Honorable Mention: Red Brae EJ Noble BaBa- Calli & Wyatt Storms

Fall Yearling: VoGrin Fablous Winks ETV- Melissa Sprecher
Reserve: Kruse GK Famous Jewell- Taylor Paye

Jr 2 Year Old: Summerwynd Jane Doe- Tyler Schroepfer
Reserve: Red Brae Foremost Jilette B- Wyatt Storms

Sr 2 Year Old: Hartmanhills Cheers- Lucie Bitsky & Bethany Hartman

Jr 3 Year Old: Jenlar Davnpt Turtle Sundae- Austin Meyers
Reserve: Hilltop Acres Desi Cruton- Alexis Blankenberg

Sr 3 Year Old: Jenlar Seaman Tinsel- Brianna Meyer
Reserve: Red Brae SPA Cayenne Neola- Calli & Wyatt Storms
Honorable Mention: Maier Acres Dolly Snoday- Lila Kilsdonk

4 Year Old: Sunrise Hill Cadence Rio- Ashlee Garbers
Reserve: VB Durham Riley- Levi Kindschi

5 Year Old: RK Arthurst Tankbark Fiesty- Joseph Opsal
Reserve: Oak Knoll Rosebud- Jaynie Rule

Nelson McCammon Share-a-Heifer winners

Kaylee Ferfecki, Cecil, Wisconsin
Regan Kramer, Wauzeka, Wisconsin
Gracie Zeigler, Appleton, Wisconsin

Congratulations to this year's winners and thank you to all applicants!

Hello Juniors!

We have an important change for members who want to run for an officer position. We are requiring you to fill out an application and answer two questions. This will also help align us with our by-laws of requiring at least one year of membership prior to being an officer. Applications will be due March 13th to Heidi Heller, email: lucky-missy86@yahoo.com. We will be having a virtual meeting on Sunday March 21st at 1 pm. The officer nominees, agenda and zoom link will be emailed out that week.

We will be holding our annual Photography and craft contest. We will be hosting two divisions Juniors and Open. The Photography categories are Animals, Scenery and People. Please email your photography and craft (photo of craft and description) entries to Natalie Roe, natroe02@gmail.com. The deadline is March 13th for entry. We will post the top 3 winners in each category.

We are looking forward to another great year!

Thank you, Heidi

Wisconsin Brown Swiss Juniors Report

Hello everyone! The Junior officers are myself as President, Riley Anderson as 2020 Queen and Vice President, Brianna Meyer as Secretary, and we added a new officer position this year- reporter, held by Quincee Johnson. We held the annual clothing fundraiser this year and made \$100, however it was not as successful as last year even though we added more items. I do think the newer items were more popular. We also ordered Officer long sleeve shirts with our offices on the side, which were donated to us. The Juniors were still able to attend shows this year. At state show, we donated water bottles for junior class winners and coolers for junior champions. We sent out Christmas cards from the Brown Swiss juniors, which Brianna made. Please continue to watch our junior Facebook page for any updates with the status of a junior meeting on March 21, 2021. Also, any juniors interested in applying for national awards or national programs should start doing so, as the deadline for those is March 31st!

Sincerely,

Junior Officer Application

Name: _____

Address: _____

Number of Years Brown Swiss Junior _____ Canton # _____

Please put an X by the position(s) you would like to run for

President _____

Vice President _____

Secretary _____

Reporter _____

On an additional page please answer this question.

1) What do you feel you can bring to the officer team? 2) What is one new thing you plan on starting with the Brown Swiss Junior Association?

Please also include a photo of yourself.

Please return your application, questions and photo to Heidi Heller, lucky-missy86@yahoo.com by March 13th.

Wisconsin Brown Swiss Princess Program

Description of Position:

The Wisconsin Brown Swiss Princess represents the Wisconsin Adult and Junior Brown Swiss Association and promotes the Brown Swiss Breed at the state level. The Princess is expected to educate the dairy industry and public on the advantages of the Swiss breed and products produced alongside the Queen.

Requirements:

The Applicant must be:

15-21 years of age and unmarried as of January 1, 2021.

A paid junior member for the past two years.

Enrolled in 4-H or FFA Brown Swiss project for at least two years.

Professional Attire:

A crown and sash will be provided at time of selection. The Wisconsin Brown Swiss Association will also provide an allowance for the dress fabric. It is the Princess's responsibility to have the dress made.

Rules and Regulations:

As a role model for swiss youth and an ambassador for the WI Swiss Association, the princess should act in a positive, respectful and professional manner at all times, especially while wearing the crown and sash.

Required Activities: (in princess dress—if showing, dress Will NOT be worn!—whites and boots are appropriate attire.) Pending activities still taking place.

Annual Meeting

State Show/Sale - Hand Out Ribbons / Pass Sale Slips

Jr. & Open State Fair- Hand out Ribbons

World Dairy Expo Heifer and Cow Shows

World Dairy Expo Luncheon & Sale

State Picnic

****At these events it's very important for the Princess to be involved as much as possible.**

She will assist in greeting people, help at registration, lead/pass slips at sales, and help with the fun auctions. As Princess, you may be asked to give an opening/welcoming speech at local swiss events.

Other Activities Encouraged to Attend: (in professional attire with sash and crown)

Brown Swiss Sales

June Dairy Month Events (*Dairy Breakfast, Show, Parades, etc...*)

National Brown Swiss Convention

Canton Meetings & Shows

County Fairs

Parades/Festivals

Any other dairy event

Selection Process:

Application to be returned by **March 12, 2021**

Personal Interviews in front of judges via virtual panel.

Knowledge Quiz on State and National Facts. Become familiar with websites and Brown Swiss Bulletin

Two to three unbiased judges will make the selection. Their decision will be based on the following: application, personal interviews, knowledge of the breed and the association. Judges will follow a point system.

WISCONSIN BROWN SWISS PRINCESS APPLICATION

Cover Page:

Must include: name, complete address, telephone number, age as of January 1, 2021, date of birth, parents / guardians name & address, years in 4-H / FFA, years in the Brown Swiss Association. Please include photographs of involvement in activities.

~Creativity and readability will be judged!

Activities & Honors:

List any high school or college activities, leadership roles, honors and extra curricular activities.

Essay Questions:

1. Please pick one new event or activity you as the Princess would like to attend/create during your year. Explain your idea and how you would execute it.
2. Based on your knowledge of the program what would you change about the application/selection process of the State Queen or Princess.
3. What are one or two challenges that the dairy industry and the Brown Swiss breed are facing in today's industry.

Please send applications to:

Kara Kasten-Olson
N8933 E. Horseshoe Rd.
Watertown, WI 53094
karakastenolson@gmail.com

Please call Kara at 608-445-2010 with any questions. **THANK YOU FOR YOUR INTEREST IN THE WI BROWN SWISS PRINCESS PROGRAM AND GOOD LUCK!!**

OPPORTUNITIES TO GET INVOLVED!

Help us make our Wisconsin Brown Swiss Association stronger. Help is needed on these committees:

- Promotion committee: Help make the website stronger by contributing photos and stories
- Social media committee: Enjoy Facebook? Help us manage our page and make it better!
- Junior committee: Help Heidi continue to make the Junior Association a great experience for our youth!
- Show committee: Interested in helping run State Show? We'd love to have you!
- Board of directors: New At Large board members will be added in the future.

Wisconsin Brown Swiss Assn.
%Barb Muenzenberger Sec/Treas
W561 Muenzenberger Rd
Coon Valley, WI 54623

Phone: 608-486-2297
E-mail: bovalleyswiss@aol.com



Established in 1916

wibrownswiss.com



New Canton Map Approved at March 7, 2020

Our 2020-2021 Queen

What a year! On March 7th, 2020, I was crowned Queen not knowing what was going to happen and what shows or events would be moving forward. Throughout the summer I got to attend a couple shows, 2 in Mineral Point, State Show in West Salem and the High Protein Sire Show in Monroe. As many events started to get canceled my year as Queen started to fade. I am very fortunate that I will be serving another year as Queen, with that I am beyond excited to connect with everyone once again. This year may look a little different but I'm sure happy to be back in the show ring! I'm also very excited to have a travel partner and be in the show ring with another young lady that has the same love and passion as me for the beautiful brown cow. I would like to thank Hayden Hauschildt for letting me tag along with him to a cow couple of shows, as well as getting my family involved in the Brown Swiss world. I also want to thank my parents for picking up the milkings when I was off at a show, making sure I always got somewhere safe and making everything possible for me to be able show my love for the Brown Swiss breed. Lastly I would like to say thank you to all of you, without the continued support I wouldn't be where I am today, thank you to all! I can't wait to see what this year brings for everyone. I wish everyone the best of luck this year and can't wait for everyone very soon!

-Riley Anderson
2020-2021 Wisconsin Brown Swiss Queen

